

FIREMEN'S NIGHT PROVES BIGGEST OF THE CARNIVAL

Record-Breaking Crowd at
Coney's Revel, With Vamps
as Special Feature.

BARONS OUT IN FORCE.

Many Other Organizations
Swell the Throng—City and
Borough Officials Present.

What old Coney Islanders said was "the biggest crowd that ever gathered on the island" helped to make Firemen's Night a record breaker in more ways than one at the Ninth Annual Mardi Gras Carnival of Flowers and Song.

The sixth annual pilgrimage of the Moe Baron Association, with their standard bearer and namesake at their head in the descent upon Coney and at the head of the illuminated parade with his charming wife beside him on the throne float as King and Queen of the revels, helped to make it a record breaker, for there were 600 Moe Barons in all, including members, wives, sisters and sweethearts.

The Farmers' Club of Brooklyn, with a hundred members and as many more guests, all in long linen dusters and ship hats and each with "a little bunch of spinach on his chin," also helped, with their giant ex-candidate for King, Anton Dahlbender, in the lead. The Farmers' Club, at St. Paul's after the parade and joined in the dancing on the big ballroom floor and watched the French quadrille dancers and the cake walk, to say nothing of Schatzen Stauder's fourth midnight wedding in which a colored minister joined a "blushing bride" to a stalwart youth of Brooklyn who before the big audience, there are two more couples to be married there before the end of the Mardi Gras.

OTHERS HELPED MAKE CROWD
A RECORD BREAKER.

Then there was ex-Assemblyman Frank Gallagher, grand marshalling the 25 old vamps of Brooklyn, the Gravesend Exempts and Sons, the Edgewater (N. J.) Department and the other visiting companies that went to make up the biggest turnout of volunteer firemen that has yet appeared at the annual carnival night.

A score of other social, political and dramatic organizations, not scheduled, comparatively small in numbers, but big with noise and enthusiasm, took advantage of "Firemen's Night" and turned out in all manner of conveyances and afoot, and the whole made of it the most interesting celebration of the week to date.

The Felten Brothers had their share in the big demonstration in entertaining a score of Borough Presidents, commissioners and heads of departments in the city government. Mayor Gaynor was unable to be present, but "Bob" Adamson, his secretary, was there in his stead, with Police Commissioner Waldo, Fire Commissioner Johnson, Bridge Commissioner O'Keefe, Register Landy of Brooklyn, Postmaster Voor-

hels, "Big Bill" Edwards and many others. They had a collation on the Felten invitation and saw the finest Mardi Gras celebration ever pulled off at Coney.

WINNERS OF PRIZES ON TWO NIGHTS ANNOUNCED.

Miss Marie B. Knoff of Evergreen avenue, who won first prize of \$20 Tuesday night as "The American Girl," in a red, white and blue costume, was applauded all along the line. The winners in Wednesday night's Costume Division competition were announced by Chairman Bass of the committee of judges: First prize, No. 15, Louis Patten of No. 54 Seventh avenue, Brooklyn, as "The Pawnbroker," wearing a golden derby hat and carrying a head in either hand crowned with a golden derby, thus forming the three golden balls; second, Miss Anna Marks, No. 54, of No. 16 East One Hundred and Forty-sixth street, the Bronx, as the "Human Butterfly"; third, No. 76, Leonard Burnley, No. 145 Covert street, Brooklyn, as "Salome," and fourth prize to the "Scarlet," No. 16. Last night's winners were: First, No. 15, little Mary Oliver of Coney Island as "Polly of the Circus"; second, No. 110, Florence and Jennie St. Clair, twelve and thirteen years old, as "The Gold Dust Twins"; third, No. 70, Francis Breen as "Bob Burman in his Airship," and fourth, No. 78, Martin Simpson and Sam Phillips of No. 112 Bay Thirty-fifth street.

KING PRESIDES AT BANQUET OF THE BARONS.

The officers of the association included President Louis Kaufman, Vice-President John Nisbet, William Delmer and Samuel Paul, Treasurer Samuel Cohen, Secretaries Jacob Gentel, A. Bernstein and Samuel Smith, and Sergeants-at-Arms Michael Kamins, Michael Hammer and Jacob Blais. Among the guests were Henry Letzter, Max Hyman, David Feffer, Miss Alice J. Swanson of No.

212 East One Hundred and Thirty-third street, Bronx; Abraham Rosenburg, Miss Rose Futterman, Mr. and Mrs. Joseph W. Miller and Mr. and Mrs. Joseph Petrie.

President Kaufman proposed a series of toasts to King Baron, gracious Queen Nettie, the Mardi Gras Committee and Grand Marshal Schwaedler, and Alderman Lewis M. Potter delivered a speech, in which he described the difficulties which the Mardi Gras Committee must overcome each year to bring about the splendid carnival for the benefit of the hundreds of struggling small purveyors of fun, food and entertainment for the patrons during the summer, and for whom there is always a struggle with poverty. It was a noisy, hilarious, jolly audience, but with that same cleverness of direct and forceful talk which characterizes his speeches in the Board of Aldermen, Mr. Potter soon quieted the horns, rattles and cheering, and held the attention of the banqueters for ten minutes. When he sat down there was a wild uproar of "three cheers and a tiger" for the next Alderman from the Thirty-first Ward and Sixteenth Assembly District of Brooklyn, of which Coney Island and Bath Beach, where he lives, are a part.

At the close of the banquet King Baron and Queen Nettie elected to go home to the Belvidere in Broadway, Williamsburg, with their friends and neighbors of the association.

ROMANCE AND TRAGEDY.

Announcement Made of Marriage of Chauffeur Who Was Killed.

DANBURY, Conn., Sept. 15.—Romance and tragedy are mingled in the announcement made here for the first time of the marriage of Miss Ethel H. Lee of this place and Frank B. Madden of New York City, which took place on Feb. 1, 1910, at the rectory of St. Ann's Church, New York City.

Mr. Madden, who was a chauffeur employed in New York, was killed six months later in an accident on the Williamsburg Bridge. Even Mrs. Madden's mother did not know of the marriage until yesterday. No reason for the withholding of the announcement is given.

GAYNOR BOOM LAUNCHED AT THEATRE DEDICATION.

"When Our Mayor Is President"
Causes Uproar of Joy at New
Jewish Playhouse.

At the formal dedication of the \$500,000 Jewish theatre at Second avenue and

Second street last night a lively boom was launched on the east side for Mayor Gaynor for President and applauded to the echo. Joseph Baronides, the chairman, got no further than, "When we see our beloved Mayor the President of the United States—," before the whole house was in an uproar. To cover his pleased embarrassment, the Mayor shook his programme threatening at the speaker, to the great delight of the audience, which packed

the house to overflowing. Besides the Mayor, Judge Smith, George Klester and other prominent men took part in the dedicatory ceremonies. The new theatre is decorated in gold and bronze and seats 2,000 in the amphitheatre and 1,200 on the roof. After the dedicatory ceremonies a play, "God, Man and the Devil," by the late Jacob Gordin, was put on with splendid effect by David Kessler and his capable company. Kessler's Second Avenue Theatre is the name of the new playhouse.

Brill Brothers

This Then Is for Young Men Particularly Though by No Means Exclusively

In clothing for men, you will find us this season prepared with better clothes, better values and a bigger and better assortment of fabrics, colors, patterns and models than ever before. But it is in Clothes for Young Men that we have taken a long stride forward. A department which has always been given unusual attention in the Brill stores, it has, this season, been extended to those large proportions which a more discriminating, more exacting and better informed demand on the part of young men has made us feel was necessary. And it is with unusual pride and satisfaction that we direct attention to them.

Suits Distinctly for Young Men At \$10, \$12 and \$15.

From the selection of the fabrics and the designing of the models, they're made throughout by tailors who give their attention exclusively to young men's clothes. They're made on graceful lines in neat, natty patterns and designs, such as young men like to wear, but never overstepping the bounds of refinement and distinction.

Browns and grays, the hits of the season, you will find here galore; Oxford blues, both plain and striped; Quaker grays and numerous dark effects. Made of new rough tweeds, Bannockburn weaves, velours, cassimeres and worsteds in a number of English and conservative models. They're the very best values to be had at \$10, \$12 and \$15.

The Brill Special \$15 Suits For Men

This season, more than ever before, they display that combination of good fabric and high quality of tailoring, for which they have become famous, and which is so rarely to be had in suits at even more money. This season's dominating colors, brown and gray, are here in a bewildering array of shades, designs and fabrics. The famous Quaker grays included, of course, and an endless assortment of blues and other neat dark color effects.

At Our Union Square and Harlem Stores Only Special Sale of Fall Suits at \$11.50 That Really Ought to Sell for \$20

A little over 300 suits, a tempting morsel offered us the other day by one of our best manufacturers at so low a price that we couldn't resist. So here goes at \$11.50. Browns, grays, blues and dark mixtures. ALL FALL SUITS.

Sale of Men's and Boys' Suits at Harlem and Union Square Stores Only

And for Boys Too a Fall Suit Sale

95 All-Wool Suits, \$3.95. Each suit has 2 pairs of knickers, lined throughout. Double-breasted styles in new brown and gray mixtures. Sizes 7 to 18.
97 All-Wool Suits, \$4.95. Double-breasted and Norfolk styles. Full cut knickers, 7 to 18.

Men, To-Day is Hat Day

Change your straw hat, the soft hat's the thing now. You'll find here a splendid assortment of new Fall shades and styles in English cloths and shaggy wool, Austrian hats, felt hats, homespun, etc., from the very best makers, including John B. Stetson and Croft-Knapp.

Buy a Soft Hat or Derby Here To-day, \$2 to \$3.50

FIVE CONVENIENT STORES

Broadway at 49th Street
279 Broadway, nr. Chambers St.
125th Street at Third Avenue
147 Cortlandt St., nr. Greenwich
Union Square, 14th St., near B'way

"Get the Habit" Go to

Brill Brothers

THE HOUSE OF BETTER VALUES
Harlem Store Open Every Evening.

OPEN SATURDAY EVENINGS UNTIL 10 O'CLOCK

America's Greatest Furniture House!

Ludwig Baumann & Comp'y

Block 8th Ave. 35th to 36th St.

Liberal Credit
Accounts Opened from \$5.00 to \$10,000
\$50 WORTH \$3 to \$4 Deposit
\$100 WORTH 75c to \$1.00 a Week
\$100 WORTH \$1.50 to \$2.00 a Week
2% Stamps

A Great Sale of \$5.50 Sliding Couches

Guaranteed for 10 Years **3.69** Strongest in Construction

May be used as Divan, Full Sized Bed or Two Separate and Complete Beds.

These Sliding Couches have "Romelink" Springs—which are positively guaranteed for 10 years, and are the most comfortable, finely constructed springs made—noiseless and non-sagging. The frames are strongly made and in bronze finish. The mattresses are of soft cotton, covered in green denim. Positively the best couch value ever offered at **\$3.69**

A very graceful, well modeled suit, with handsome frame, prettily carved and in highly polished mahogany finish. Loose cushion upholstery covered in silk plush; cord and tassel adjustment.

\$45 Parlor Suit, 3 Pieces, \$27.98

3-Piece Suits: \$35.00 Suits, \$24.50
50.00 Suits, \$37.98
60.00 Suits, \$44.49
90.00 Suits, \$53.98

5-Piece Suits: \$37.50 Suits, \$25.98
45.00 Suits, \$34.50
75.00 Suits, \$49.98
100.00 Suits, \$67.50

Complete Outfits for 3, 4 or 5 Rooms at Very Special Prices!

Royal Bengals Cigars

A satisfying smoke at a satisfying price.

A Box of 10 for 15 Cents

Get them—INSIST if you must—but get them.

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1449-55 Broadway

Our Easy Credit System
\$50 Worth \$100 Worth
\$25 to \$4 Deposit \$7.50 to \$10 Deposit
2c to 3c a Week \$1 to \$1.50 a Week

Princess Dresser
Value \$15.00 9.98

1449 BROADWAY—BROOKLYN

The Smartest Styles in New York for Men, Women and Boys

WEAR a WALDORF

NEW SHAPES FOR FALL AND WINTER
WEAR ARE NOW READY—FULLY THE
EQUAL OF SHOES SELLING ELSEWHERE
AT TWICE THE PRICE, IN APPEARANCE
AND DURABILITY.

WALDORF

\$2.50 SHOES

Solid Leather

FROM

MAKER to WEARER

NOROYALTIES, JOBBERS' OR RETAILERS'
PROFITS—WE SKIP THEM ALL

\$4.00 Style Comfort Wear \$2.50

Waldorf Shoe Stores IN BOSTON

R. H. LONG, Maker Factory: South Framlingham, Mass

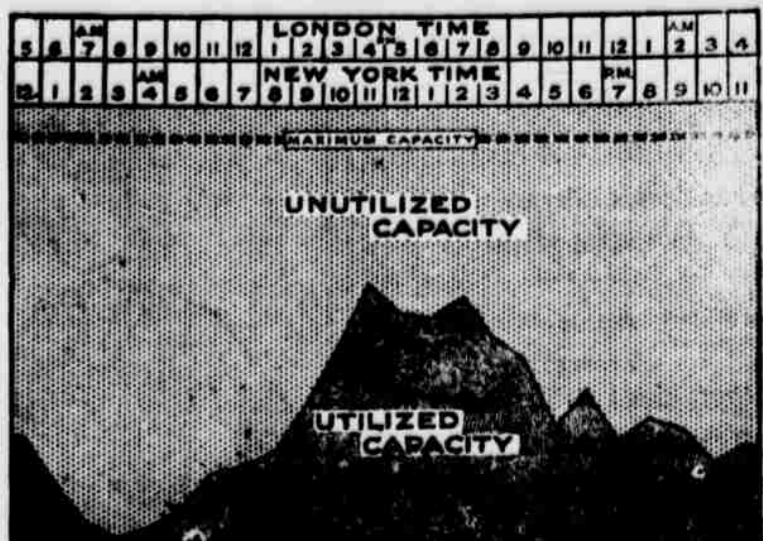
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The Yale Made Like Hand-Sewed

Waldorf Special Bench-Made \$3.00

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Trans-Atlantic Cable Business



Traffic Chart of Western Union, Anglo-American and Direct U. S. Cable Business, Showing Capacity of the Cables and the Proportion Now Utilized.

Proposed Modification of Existing Arrangements

A provisional modification of an arrangement which has existed for many years has been reached between the Western Union Telegraph Company, The Anglo-American Cable Company and the Direct U. S. Cable Company, under which the cable systems of these companies now worked exclusively in business connection with each other, but operated and maintained separately, will be operated in direct physical connection with each other and with the Western Union land system.

Two objects are to be attained by this arrangement:
First, more efficient and economical operation.
Second, the introduction of new forms of service to the advantage of the public.

The Trans-Atlantic Cable Situation and Competition

The trans-Atlantic cable situation is as follows:
The Mackay group of seven cables, including the German cables, owned by or worked in physical connection with the telegraph lines of that company form one system.

The French cables comprise an independent system, using both the Western Union and the Mackay land lines for their United States connection.

In competition with these is the Western Union group of cables, eight in all, owned by three separate companies, two of which are British companies owning five of the eight cables.

The only of the British owned cables terminates in the United States and all of them are entirely dependent on the Western Union for their connection with any telegraph system, or for their reaching any centre of business, and are now worked exclusively as for business is concerned, with the Western Union.

Efficiency Increased, Waste Prevented

The proposed arrangement between the Western Union, the Anglo-American and the Direct U. S. companies will bring the eight cables of the three companies under one operating control. The consequent increase in effectiveness and economy will place the Western Union in a position to offer certain advantages in cable service not now enjoyed by the public.

The other way open to enable the Western Union to make such improvements and introduce such new services as it proposes to do, would be to lay new cables. This would seem to be the height of folly. Duplication of the existing trans-Atlantic cable facilities at a cost of many millions, when there are more ample facilities for all business, would put an unnecessary financial burden upon an already fully burdened business and would probably postpone the reduction of rates or introduction of new services.

Limited Business Hours and Idle Facilities

As at present carried on, the trans-Atlantic cable business is practically all flash service, i. e. instantaneous. Owing to the difference in time, there are only a few business hours of the day common to both sides and during these hours at least 75% of the cable business is done. This is demonstrated by the accompanying chart.

In the interests of international business nothing should be done to interfere in any way with the so-called flash or instantaneous service, and the line should be kept clear to accommodate such messages during the few business hours common to both countries; but to continue to confine the cables to this class of service, as at present, will utilize only about 25% of the existing capacity of millions of property and places on that limited service all the capital, maintenance and operating charges.

The limited time and the character of the business, if best results are to

Monopoly of Cable Business Impossible

There is no cable monopoly possible. The three systems—the Western Union, the French and the Mackay—will continue to exist.

The Mackay Companies is a holding organization with no physical property, but exercising through stock ownership, lease or contract, operating control of various companies owning land lines and cables which make up the Mackay System. Through this control all the various properties are operated as one system to great advantage in service over what would be given by these same companies if operated separately.

The French cables form another system.

The Western Union System, under the proposed arrangement for one operating control over the present aggregated lines, is enabled to make two distinct advances in the trans-Atlantic cable business:

1.—BETTER SERVICE. This will be insured by more efficient and economical working resulting from single direction over the operations of both cables and land lines.

2.—PUBLIC ADVANTAGES. The greater part of the cable capacity has been and is now unutilized. It will continue to lie dormant and unutilized under existing conditions and traditions. The Western Union proposes to make these wasted facilities useful to the public by means of new kinds of cable service.

In addition, the Western Union intends to nationalize its land lines by opening them to all trans-Atlantic cable companies.

THE WESTERN UNION TELEGRAPH COMPANY

New York, Sept. 1st, 1911. Theo. N. Vail, President

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